

MEDIA KIT 2020

# ATLANTA AGENT MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With more than **260,000 impressions** annually and a readership of **more than 14,000+** real estate professionals, Atlanta Agent magazine is where agents and industry leaders turn for the latest news in Atlanta residential real estate.

## REACH OUR AUDIENCE BY **PLATFORM**



### **ATLANTA AGENT SOCIAL NETWORKS**

+ 3,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



### **ATLANTAAGENTMAGAZINE.COM**

+ More than 22,000 impressions/month



### **WHO'S WHO IN ATLANTA REAL ESTATE**

+ Print copies are distributed to 500+ brokerages throughout Atlanta Metro area



### **AGENT UPDATE NEWSLETTER**

+ 14,000+ subscribers

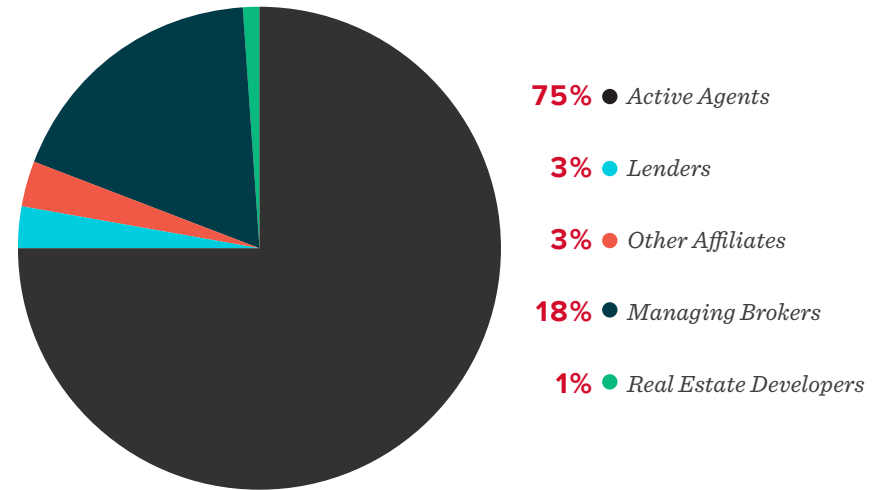


### **LIVE EVENTS**

+ Issue release events and other networking opportunities throughout the year

## WHO READS ATLANTA AGENT MAGAZINE

Our readers value *Atlanta Agent* magazine's insightful and data-driven journalism. We've earned our reputation as the leading Atlanta B2B media company covering local residential real estate news, tech, educational articles, interviews with industry leaders and in-depth features that empower agents to build their business and stay connected to the community.



**\$99,000**  
*median household  
income of Realtors  
in 2019\**

**8 YEARS**  
*median real estate  
experience of all  
Realtors \**

**4 YEARS**  
*median tenure at  
present for all  
Realtors \**

**77%**  
*of Realtors recommend  
a mortgage lender\*\**

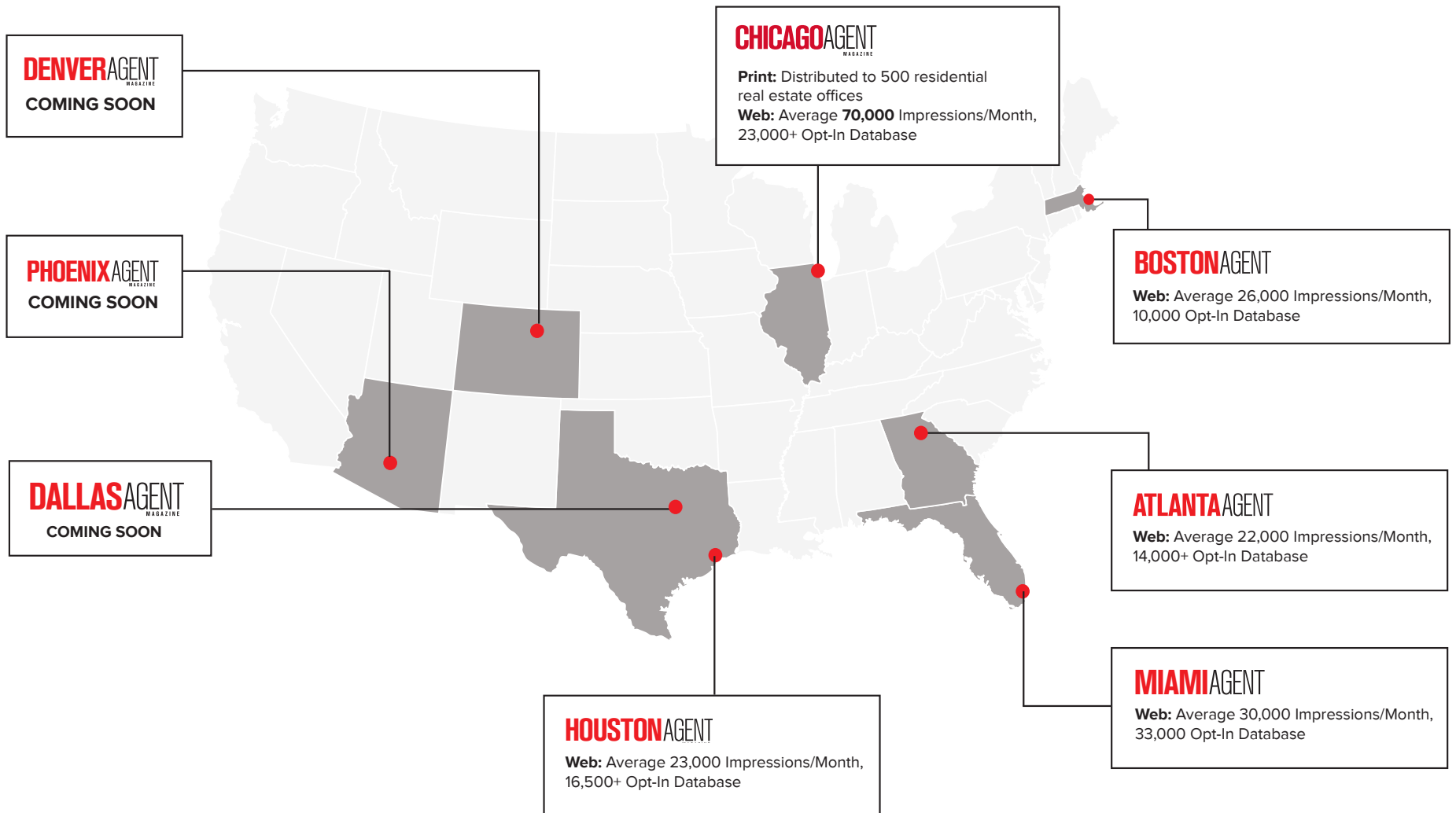
**54**  
*median age  
of all Realtors \**

**67%**  
*of all Realtors  
are female\**

\*National Association of Realtors 2019 Member Profile.

\*\*2018 Atlanta Agent Audience Survey

## REACH MARKETS • Audience

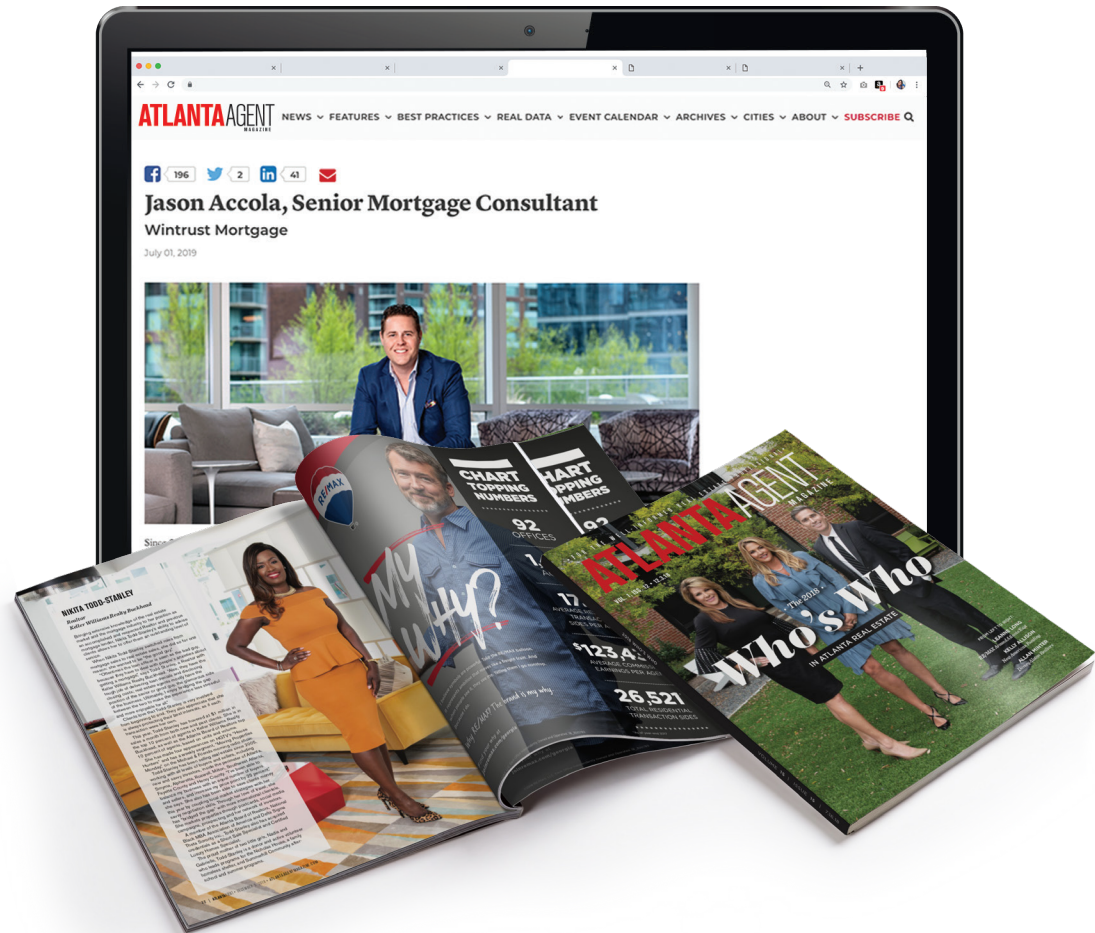


**SPECIAL** FEATURE

# WHO'S WHO IN ATLANTA REAL ESTATE

This special annual issue supports and recognizes excellence and leadership in the real estate industry. **In print and online.**

We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue gives advertisers an opportunity to align with the best in Atlanta residential real estate.



**Issue Date:** November 2

**Ad Reservation Deadline:** October 19

**Materials Deadline:** October 26

**Full Page:** \$2,500

**2 Page Spread:** \$4,500

*Premium positions available upon request.*

For more information contact [anne@agentpublishing.com](mailto:anne@agentpublishing.com).

# **DIGITAL** ADVERTISEMENTS · *2020 Editorial Calendar*

## **JANUARY**

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### **Realtor Associations**

**Issue release date:** January 6

## **FEBRUARY**

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### **Managing Brokers**

**Issue release date:** February 3

## **MARCH**

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### **Top Producers: Going Solo**

**Issue release date:** March 2

## **APRIL**

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### **2020 Agents' Choice Awards**

**Issue release date:** April 6

## **MAY**

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### **Disruption in Real Estate**

**Issue release date:** May 4

## **JUNE**

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### **The Truth About Agents**

**Issue release date:** June 1

## **JULY**

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### **Tech: Build vs. Buy vs. Partner**

**Issue release date:** July 6

## **AUGUST**

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### **The Challenges of the Luxury Market**

**Issue release date:** August 3

## **SEPTEMBER**

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### **Mortgage Lending: The Future of Fannie and Freddie**

**Issue release date:** September 7

## **OCTOBER**

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### **Selling New Construction in 55+ Communities**

**Issue release date:** October 5

## **NOVEMBER**

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### **Who's Who in Residential Real Estate**

**Issue release date:** November 2

## **DECEMBER**

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### **2021 Predictions**

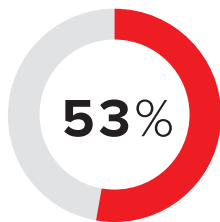
**Issue release date:** December 7

## DIGITAL ADVERTISEMENTS

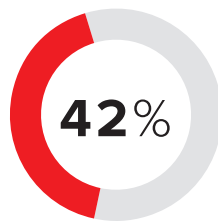
# MORE THAN **22,000** WEB IMPRESSIONS PER MONTH

We've created a site for agents and real estate professionals to stay informed and stay ahead of what's happening in the industry every day. AtlantaAgentMagazine.com is the place agents go to learn and cultivate their success.

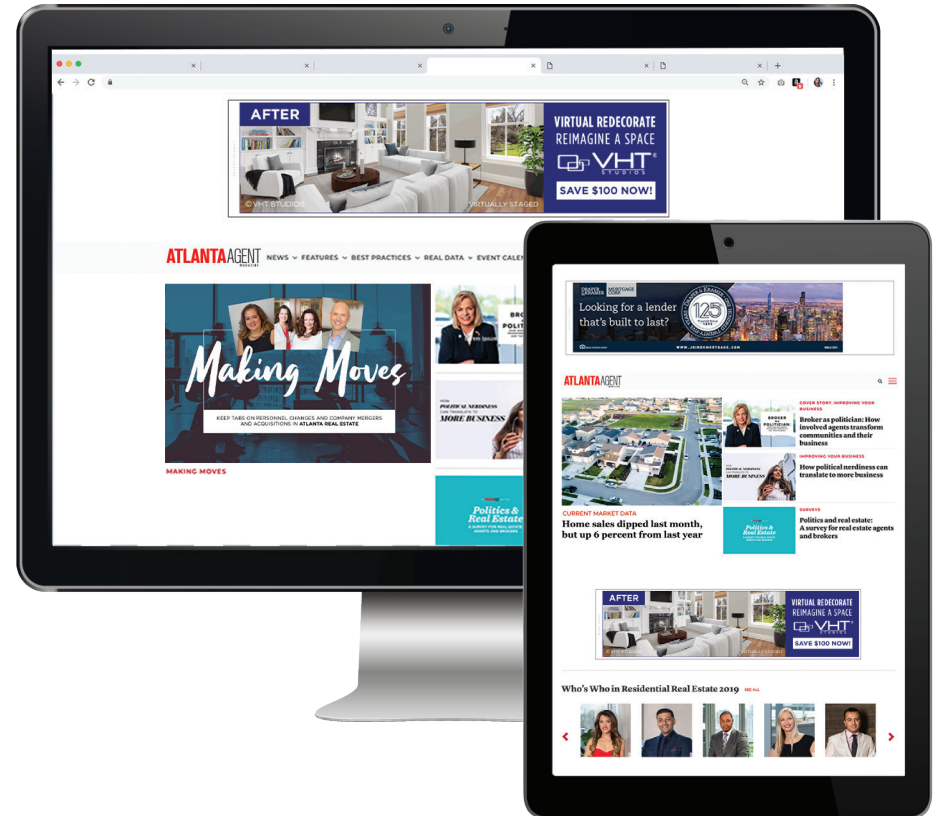
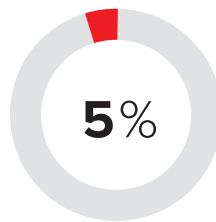
DESKTOP  
views



MOBILE  
views



TABLET  
views



## DIGITAL ADVERTISEMENTS · *Rates*

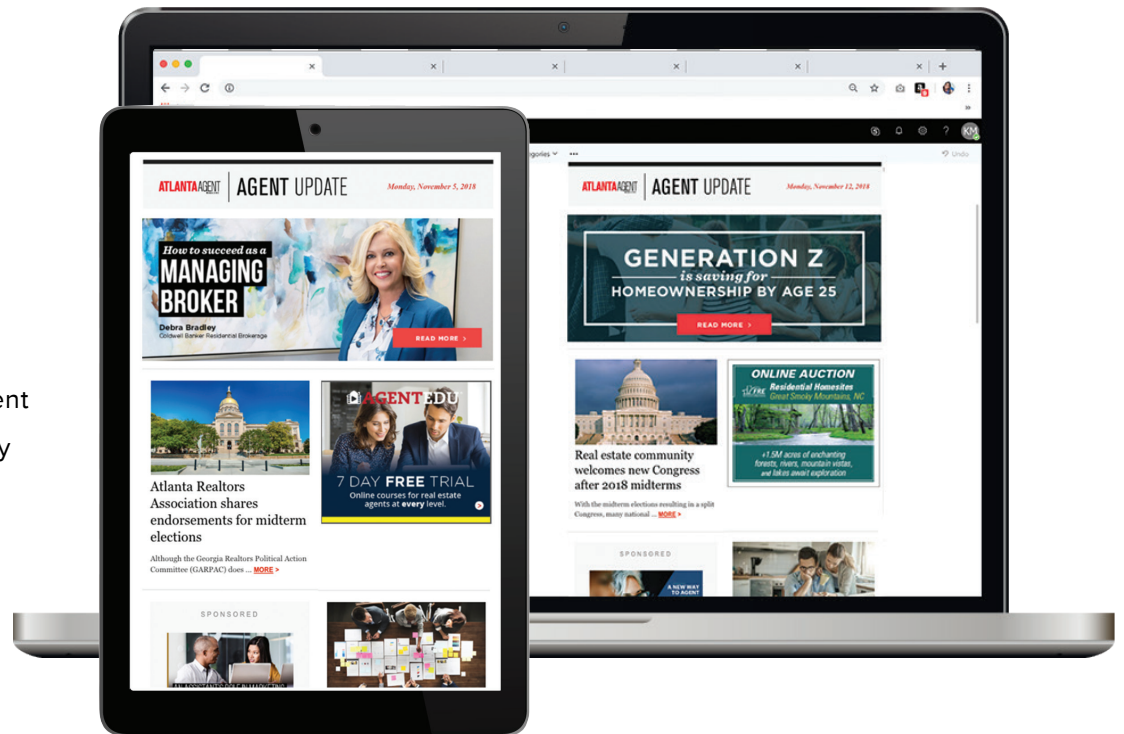
PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250 px	300 x 250 px	\$400 / 30 days
Prestitial Ad	700 x 700 px		\$250 / 7 days



## DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

MORE THAN  
**14,000+**  
SUBSCRIBERS

Our weekly newsletter reaches a target audience that is actively seeking industry news. When you advertise in Agent Update, your message is a consistent presence for a highly engaged readership.



## DIGITAL ADVERTISEMENTS · *Agent Update Newsletter* · Rates

PRODUCT	DESKTOP & MOBILE DIMENSIONS	RATE
Top Position	300 x 250 px	\$200
Secondary Position	300 x 250 px	\$150

### REQUIREMENTS

#### SUBMISSION

All ads must be submitted by the ad artwork deadline.  
Ad artwork can be submitted via email to [art@agentpublishing.com](mailto:art@agentpublishing.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.com) or 773.296.6025.

#### FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

#### OTHER REQUIREMENTS

- GIFs must be under 1MB.
- All ads submitted must be suitable as-is. *Atlanta Agent* is not responsible for errors in content or format.

**DIGITAL** ADVERTISEMENTS • *Custom Eblasts*

# YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of targeted, qualified real estate professionals. Our most popular product, eblasts often sell out and have a high open rate every day of the week.



# DIGITAL ADVERTISEMENTS · *Custom Eblasts* · Rates

## DATABASE

1x

Full Database

\$500

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## REQUIREMENTS

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For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.com) or 773.296.6025.

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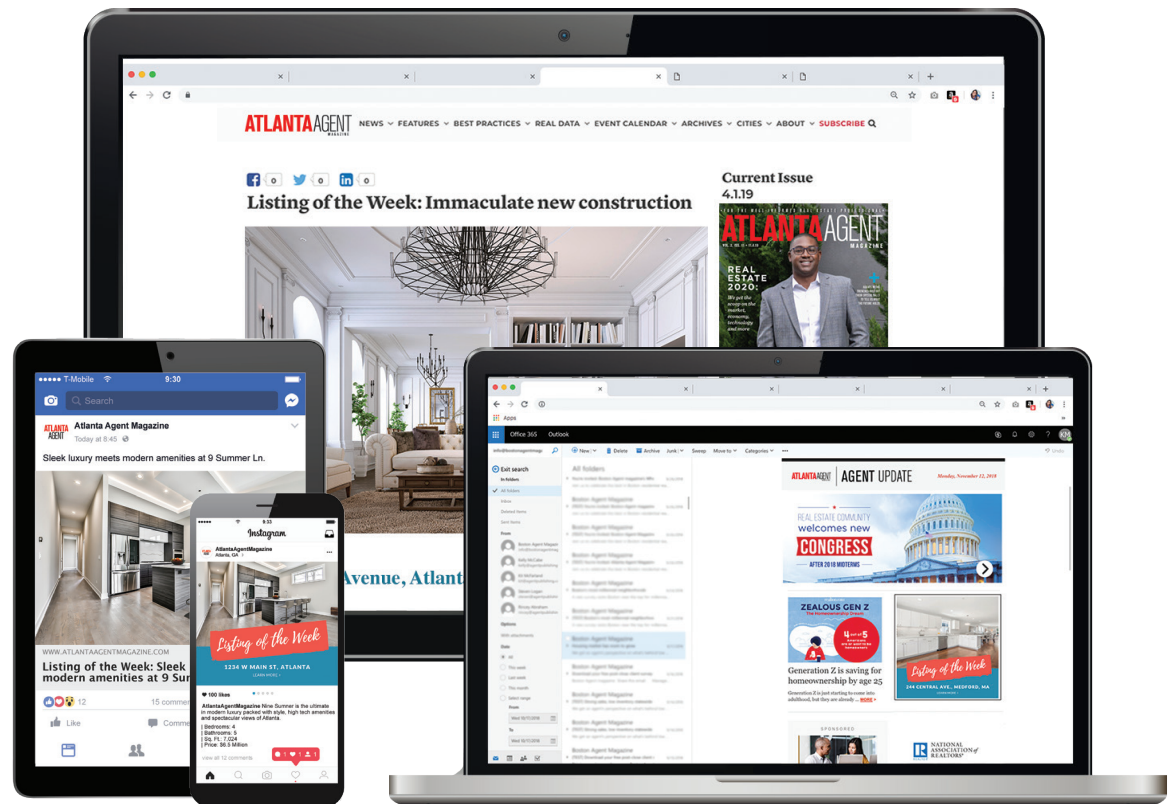
### OTHER REQUIREMENTS

- All ads must be within 550 x 558 px.
- GIFs must be under 1MB.
- Eblast tests must be approved before sending. If the eblast is not approved by deadline, advertiser must reschedule pending availability.
- All ads submitted must be suitable as-is. *Atlanta Agent* is not responsible for errors in content or format.

# CONTENT SOLUTIONS • *Premium Content*

**HIGHLY  
SEARCHABLE.  
HIGHLY  
SHAREABLE.**

We deliver your customized messages, news products and company information to our engaged audience.



# DEMONSTRATE THOUGHT LEADERSHIP WHILE GENERATING LEADS

With our **Best Practice Guide**, your authoritative content gets published and promoted by Agent Publishing. Our Best Practice Guide is a collection of high-value white papers, research reports, videos and surveys resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide you with a database of quality leads.

**Thought Leadership** authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.

**Brand Awareness** strengthens your company image, helps define how purchase influencers perceive your company and products and increases consideration and preference for your products and services.

**Lead Generation** as industry professionals access your Best Practice Guide content, including full reporting and contact information from anyone who downloads it.

## BEST PRACTICES

### MARKETING

5 things every listing presentation should have >

### SOCIAL MEDIA

Social media marketing that generates leads >

### TECHNOLOGY

How to grow your real estate brand with a CRM >

### MORTGAGE

Your jumbo mortgage checklist >

### BROKERAGE

Is it the right time for you to buy a real estate franchise? >

**Best practice guide inclusion** \$550/month on AtlantaAgentMagazine.com

## CONTENT SOLUTIONS · *Premium Content*

### **SPONSORED POST | \$300**

Position your story to drive additional exposure for your brand and promote your business.

**ATLANTAAGENTMAGAZINE.COM +  
AGENT UPDATE EMAIL NEWSLETTER +  
SOCIAL NETWORKS**

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### **DEVELOPING ATLANTA | \$900**

A multichannel feature that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

**ATLANTAAGENTMAGAZINE.COM +  
AGENT UPDATE EMAIL NEWSLETTER +  
SOCIAL NETWORKS**

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### **LISTING OF THE WEEK | \$300**

The perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

**ATLANTAAGENTMAGAZINE.COM +  
AGENT UPDATE EMAIL NEWSLETTER +  
SOCIAL NETWORKS**

### **REAL INFLUENCERS | \$1,400**

Share your individual real estate success story — including your most noteworthy career experiences and accomplishments, and what inspires you to create a positive impact in the industry.

**ATLANTAAGENTMAGAZINE.COM +  
AGENT UPDATE EMAIL NEWSLETTER +  
SOCIAL NETWORKS**

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### **TEAM/COMPANY PROFILE | \$1,900**

A creative and compelling way to showcase your brand. This profile allows companies to demonstrate their expertise and gain exposure for their products, solutions and industry achievements.

**ATLANTAAGENTMAGAZINE.COM +  
AGENT UPDATE EMAIL NEWSLETTER +  
SOCIAL NETWORKS**

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### **TECH WATCH | \$2,500**

Present your real estate tech solution — CRM software, mobile apps, data analytics platforms, and more — and share how and why agents use it to grow their business.

**ATLANTAAGENTMAGAZINE.COM AND ALL CITIES WEBSITES**

**LIVE** AUDIENCE • *Events*

# MEET OUR AUDIENCE **FACE- TO-FACE** & BUILD AWARENESS OF **YOUR BRAND**

*Atlanta Agent* magazine hosts several events throughout the year, each corresponding with the release of popular annual issues. Each event offers local real estate professionals the opportunity to network with top producers, developers, lenders and affiliates. By sponsoring an event, you put your brand in front of everyone who attends. Contact us to host events in your property or discuss other sponsorship opportunities.

